

Case Study: Axel Johnson

# Wide Ideas – the backbone and prerequisite for Axlabs

**Axlabs is the innovation program for all employees of the Axel Johnson Group. Every day Axel Johnson meets a million customers who buy the group companies' goods and services. The companies have 20,000 employees and the Group is a trading partner with thousands of companies throughout the world.**

*"If we can take advantage of the potential in all these meetings and contacts, we can contribute to the greater common good. We can and we will be long-term partners for a sustainable society,"* says Caroline Berg, Chairman of the Board and previously Vice President Human Resources and Communications at Axel Johnson.

*ness ideas, there is a risk that sooner or later, someone else will compete the company out of business,"* says Robert Hård at Meca. *"People are creative and engaged in their work, and they care about the future. Axlabs has the potential to become a platform to seize upon and develop that creative energy. For us, the*

*win is the first step on an exciting journey in our work with smart machines that communicate with us and help us provide our customers with even better service,"*

**Axlabs was kick-started** by an Innovation Jam in October 2015 and the purpose with Axlabs is to have a digital tool for all of the employees' ideas where they can help create even better business. This allows the employees to participate in impacting the future of the Group.

**The innovation competition** was held over 48 hours and during that time employees submitted their best ideas to increase future customer value – in total, 847 ideas were submitted from our six Group companies. The best ideas were then presented in Axel Johnson's "Dragon's Den," which consisted of Axel Johnson's owner Antonia Ax:son Johnson, Chairman of the Board Caroline Berg, and the business management team. The final winners then had the opportunity to bring their ideas to fruition.

**The work with Axlabs** sends clear signals to the Group's approximately 20,000 employees.

*"All ideas are equally valuable, no matter who submits them. The company may be successful today, but that doesn't mean it can survive solely on past merits. Without developing new busi-*



## Innovation Jam as a Service

Innovate the Axlabs way with Wide Ideas. You will get a customized solution with web interface (mobile/desktop), mobile apps (iOS and Android) and APIs for e.g. showing latest or most commented ideas to drive engagement and dialogue on external Web sites. We assist you with extended support and coaching from the early preparation of the jam to the finish.

**Price: 120 000: - for use during three months.**

After finishing the Innovation Jam period and still feeling happy with our platform, ongoing monthly license will be on offer, depending on the number of users and usage.